

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **July 8, 2003**

AGENDA ITEM NO.: **6**

CONSENT: **X**

REGULAR:

CLOSED SESSION:
(Confidential)

ACTION: **X**

INFORMATION:

ITEM TITLE: **Virginia Department of Aviation Marketing & Promotion Grant**

RECOMMENDATION:

Approve a \$35,000 appropriation, 50% reimbursable, for Airport marketing & promotion activities; authorize the City Manager to execute related grant agreements.

SUMMARY:

The Virginia Department of Aviation annually allocates funds for ongoing marketing & promotion activities at eligible airports on a 50/50 funding basis. These funds are used to promote existing and new airline service through print, radio, and other advertising designed to reinforce the airport's natural marketing strengths – close and convenient facilities and services.

PRIOR ACTION(S):

July 1, 2003 Finance Committee review

FISCAL IMPACT:

State discretionary funds of \$17,500 are available for the 50% state portion and \$17,500 is available in the Airport Projects Grant Fund for the 50% local portion.

CONTACT(S):

Mark F. Courtney 582-1150 extension 222 Airport Manager

ATTACHMENT(S): Resolution

REVIEWED BY: lkp

RESOLUTION

BE IT RESOLVED That the Airport Projects Grant Fund is amended and \$35,000 is appropriated for airport marketing and promotion activities, with reimbursement of \$17,500 from state aviation discretionary funds; and,

BE IT FURTHER RESOLVED That the City Manager is authorized to execute related grant agreements.

Introduced:

Adopted:

Certified:

Clerk of Council

127L